



**TO:** Honorable Mayor & Members of the Fort Lauderdale City Commission

**FROM:** Susan Grant, Acting City Manager

**DATE:** December 17, 2024

**TITLE:** Motion Approving an Outdoor Event Agreement and Related Road Closures with 3-J Hospitality, LLC for the Great American Bash 2025 - **(Commission District 2)**

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**Recommendation**

Staff recommends the City Commission approves an outdoor event agreement and road closure request with 3-J Hospitality, LLC, in substantially the form attached, and authorize execution of the agreement by the City Manager.

**Background**

On November 10, 2024, 3-J Hospitality, LLC submitted an outdoor event application for the Great American Bash 2025 to be held at 100 SW 3<sup>rd</sup> Avenue, Fort Lauderdale, FL 33312. The event is scheduled to take place on January 11, 2025, which is less than the 90-day application deadline, therefore the outdoor event application fee is \$1,000. The event impacts are limited to January 11, 2025, which includes the setup period, event period, and breakdown period.

The event organizer attended the December 4, 2024, outdoor events meeting to review the event details with City staff, including the Parks & Recreation Department, Transportation and Mobility Department, Police Department, and Fire Department. The outdoor events meetings focus on operational logistics, cross departmental coordination, and event organizer requirements.

This event organizer is requesting the following special permissions that require City Commission approval:

**Road Closure:**

- SW 3<sup>rd</sup> Avenue from SW 2<sup>nd</sup> Street to Broward Boulevard

City staff invited the surrounding Civic Associations to the outdoor events meeting as well as sent a copy of the application and site plan. Upon approval, the City's online events calendar will be updated to reflect this event.

The event agreement defines the responsibilities of the event organizer such as covering the associated event expenses and the required certificates of insurance. The event organizer will also secure all other necessary permits and licenses that are required from other agencies. Authorization for the execution of the event agreement is contingent upon the City Attorney’s Office reviewing and approving as to form all documents prior to their execution by the City Manager or designee.

**Resource Impact**

Revenue related to these agreements is included in the FY 2025 operating budget in the accounts listed below.

<i>Funds available as of November 25, 2024</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	ACCOUNT / ACTIVITY NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
10-001-6025-000-347-200-PKR029	Community Events	Charges for Service/ Nonsponsor Charges – Spec Event Fees	\$90,000	\$0	\$1,000
<b>TOTAL AMOUNT ►</b>					\$1,000

**Strategic Connections**

This is a 2024 Commission Priority, advancing Public Places initiative.

This item supports the 2029 Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.

This item advances the Fast Forward Fort Lauderdale 2035 Vision Plan: We are Here.

This item supports the Advance Fort Lauderdale 2040 Comprehensive Place specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Area
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our city.

**Attachment**

Exhibit 1 – Great American Bash 2025 Event Agreement

Prepared by: Brittany Henry, Special Events Coordinator, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation